

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Routing List

DATE: September 25, 1985

FROM: Cheryl Lee

SUBJECT: Concord Test

Attached is a revised Concord Test Schedule reflecting the following changes:

<u>PUBLICATION</u>	<u>DATE</u>	<u>CHANGE</u>	<u>REASON FOR CHANGE</u>
<u>MAGAZINE - WEEKLIES</u>			
All TAs:			
TV Guide	9/14	Cancel 2PP )	Publisher's request
	9/21	Add 2PP )	
People	12/23	Cancel P4	Test issue unavailable
U.S. News & World Report	1/6/86	Cancel P4	No issue
Time (5DO, 6JO)	9/16	From SC to SP	Schedule adjustment
<u>SUPPLEMENTS</u>			
Parade (Spokane only)	10/13	Cancel (P4)	Cannot cut-in
USA Weekend (Spokane only)	8/18	From (3C) to (2C)	Cut-in on 2C
(All TAs)	9/08	Cancel (P4) )	Cannot cut-in; coincides with switch to USA weekend
	9/15	Cancel (3C) )	
<u>DAILY ROP</u>			
Lists ABC-All TAs	w/o 9/16 )	From P-B&W to	Brand request
	9/23 )	P-2-color	
<u>OUTDOOR</u>			
<u>Cut-Ins:</u>			
85's Pool - Spokane	Oct.	Add C	Add'l support
100's Pool - Birmingham	Oct.	Add CM	Add'l support
Combined Pool - Little Rock Ft. Wayne	Oct.	Add C )	Add'l support
	Oct.	Add CM )	

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<u>PUBLICATION</u>	<u>DATE</u>	<u>CHANGE</u>	<u>REASON FOR CHANGE</u>
<u>Cut-Ins (cont'd):</u>			
Ethnic Paint -			
Birmingham - 2 units	Sept/Oct	Add CM	Add'l support
<u>Out-of-Pocket:</u>			
Paint -			
Birmingham - 3 units	Sept/Oct	Add CM	
Spokane - 3 units	Sept/Oct	Add C	Add'l support

Please note that the 10/27 insertion for Parade will cut into the Benson & Hedges ad on the national schedule.

CL:tr  
Attachment

2042408508

CONCORD TEST

ABBREVIATIONS

- 4 - 2 page insert
- 2 - 1 page insert
- 3PP - 3 page unit
- P4 - 4 color Page
- SP - 4 color Spread
- BC - Back Cover
- 3C - Third Cover
- SC - Spread + Pop-up Coupon (Mags)  
Spread + Add a Card (Supps)
- O - Cut-ins to National Schedule (Supps)